

LEO BURNETT COMPANY, Inc.

Ad No. 160-Reg. No. 20501-Black cover (6 x 9 inches)-B & W
Westchester Symphony Orchestra, May 18, 1962

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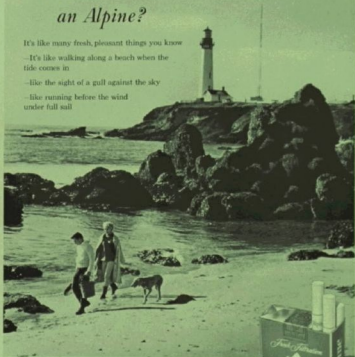
*What's it like
to smoke
an Alpine?*

It's like many fresh, pleasant things you know

-It's like walking along a beach when the
tide comes in

-like the sight of a gull against the sky

-like running before the wind
under full sail



Alpine is nothing at all like the sort of smoking you
may be used to. Alpine is a fresh, free-wheeling
kind of smoke. A bright, bracing, even
invigorating kind of taste... pack after pack.
If this sounds good to you... try Alpine!



There's something more to smoking with an Alpine Cigarette

